

THE ROLE OF CONSUMERS PERCEPTION ON PURCHASE INTENTION OF ECO-FRIENDLY PRODUCTS

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ARTICLE INFO

Article History:

Received: 27 Mar 2017;

Received in revised form:
30 Mar 2017;

Accepted: 31 Mar 2017;

Published online: 31 Mar 2017.

Key words:

Consumers Perception,
Eco-friendly Products,
Perceived Trust,
Perceived Risk,
Perceived Value,
Perceived Packaging, and
Purchase Intention.

ABSTRACT

Purpose: The purpose of this study is to analyse the role of perceived trust, risk, value and packaging on eco-friendly products purchase intention, and the factors affecting consumers while taking decision towards eco-friendly products. The study explores the different variable with relevance to the demographic factors and shows that certain variables like perceived trust and perceived value of eco-friendly products have positive effect on the eco-friendly product purchase behaviour while perceived risk and perceived packaging has negative effect on purchase intention. The factors that affect the eco-friendly product purchase behaviour most were high prices, the risk of green claims, non-availability of eco-friendly products, Limited range, accessibility, not trendy and the risk of green claims. Based on the results, suggestions are provided. This study can be further extended to specifically high decision involved products to check the responsiveness of consumer eco-friendly product purchase intention. **Methodology/Research Limitations:** Primary data collected through questionnaire. Quantitative method was used for analysis of the data. Sample size is 115 and research findings are presented in the paper. This study examines factors that influence on consumer in decision making. **Findings/Analysis/Recommendation:** Survey result shows that variables like perceived trust and perceived value of eco-friendly products have positive effect on the eco-friendly product purchase behaviour while perceived risk has negative effect on purchase intention. The factors that affect the eco-friendly product purchase behaviour most were high prices, the risk of green claims, non-availability of eco-friendly products, Limited range and accessibility. Awareness should be created in consumers' mind and companies should use advertisement to position themselves as a socially responsible.

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INTRODUCTION

Globally businesses, enterprises and organisation are becoming more and more committed to environmental issues due to stricter environmental legislations, economic reforms, social and environmental activists' groups and influence from general public. In competitive and global setting organisations and business houses need to have a concern for environments as part of their operations. They have to gradually convert their business entity into environmental friendly entity to sustain in the long run. The industries and various sectors of the economy are participating in corporate social responsibility and much beyond this some companies have incorporated environmental friendly practices from acquiring raw materials till distribution of finished products and few others are finding solutions through eco-friendly product development and marketing, Despite the fact that companies are increasingly choosing to manufacture goods that are environmental friendly, such goods currently represents marginal popularity, and to effectuate meaningful environmental change the eco-friendly products, production and marketing needs to accelerate rapidly. However, there has been minimal research published which specifically focuses upon consumer perception and preference for eco-friendly products. Moreover, the existing literature upon the demographic and psychographic antecedents of environmentally conscious consumer behavior has shown mixed results. In light of this, the research aims to analyse the role of perceived trust, risk, value and packaging on eco-friendly products purchase intention, and the factors affecting consumers while taking decision towards eco-friendly products. The study explores these variable with relevance to the demographic factors and provides practical implication to organisations, and marketers which in turn will help them to position the eco-friendly products in the minds of consumers.

1.1 Consumers Perception:

A marketing concept that encompasses a customer's impression, awareness and/or consciousness about a company or its offerings. Customer perception is typically affected by awareness, information, advertising, reviews, public relations, social media, word of mouth, relatives and friends, personal experiences and other channels.

1.2 Eco-friendly Products:

Environmentally friendly/ eco-friendly/ nature-friendly/ green products refers to goods and services that are designed, manufactured, processed, marketed, consumed and disposed in a manner which has minimal, reduced or no harm upon ecosystems or the environment. Products and services that do not harm the environment whether in their production, use or disposal. In other words, these products help preserve the environment by significantly reducing the pollution.

1.3 Perceived Trust:

Trust means expectations held by the individual that the word statement, or promise provided by the another party could be relied on and are reliable. Eco-friendly product perceived trust would affect consumers' purchase intention and behaviour in the environmental behaviour. Higher the trust positive is the purchase intention of eco-friendly products and vice versa.

1.4 Perceived Risk:

Perceived Risk can be defined as the characteristics and the sum of the risk that consumers expect from particular purchase behavior. (Lim, 2003) Perceived Risk indicates consumers' uncertainty about the outcomes of their purchase, consumption and disposal of eco-friendly products. Consumers' perceived risk is complex and multi-dimensional. It is the expected loss on purchase, consumption and disposal of the product.

1.5 Perceived Value:

Consumers perceived value' is defined as the overall evaluation consumers made of a product based on their gains and what they have paid. (Zeithmal 1998), thus it the cost benefit analysis which every individual calculate before they venture into any purchase. The motive of the consumers to purchase eco-friendly products is that these products will provide extra value such as security, health, environmental, economic, social and emotional value.

1.6 Perceived Packaging:

Consumers perceived packaging means their perception on determinants and elements used in packaging of a product. In whole the consumers evaluate packaging's design, utility and disposal. The study uses this variable to find out if there is relationship between consumers' perception on the packaging of eco-friendly products and the purchase intention.

1.7 Purchase Intention:

Purchase intention indicates an emotional reaction resulting from consumers' overall evaluation of a product and also indicates the possibility that consumers would like to purchase the product and whether they will recommend the product to their relatives and friends. Consumers purchase intention depends upon their perceived value, perceived price, perceived risk, perceived trust, quality and satisfaction with respect to a product.

1.8 Significance of the Research:

Environmental issues are in talk all around the world, triggering the need to live in a safe and healthy environment. For such a safe environmental culture, almost every country is participating by finding out ways and means to create awareness and combat harmful substances to protect the environment. One such mean is the advent of eco-friendly products. There has been numerous research carried out to study the factors influencing consumers to buy eco-friendly products. Many studies reveal that consumer concern about the environment has steadily increased all over the world in the past two decades. Although everyone is affected by deteriorating environment. Today's consumers have a tremendous number of choices. Most of the products are complex and many products have chemicals and hazardous substances which are very detrimental and dangerous both for the consumers and the environment. These hazardous substances have a very long term effect & are environmentally offensive. It is virtually impossible for the modern consumers to be rational and utility maximization. Normal average consumers typically are confused and have difficulty in making choice between conventional and eco-friendly products. In the light of

this issue this paper focuses to study the perception of consumers towards eco-friendly products.

1.9 Research Problem:

Research in diffusion of environmental friendly products dates back to 4 decades; why has the market for eco-friendly products not reached mass-market status yet? And also why consumers are reluctant to opt for eco-friendly products in spite of its wide awareness? Or Are the consumers 'environmental concern? Existing studies, however, fail to fully address how to reach the mass number of consumers who are not yet environmentally engaged. In the light of the above research problem the following objectives were framed with the aim to find out the factors that influence the purchase intention of eco-friendly products.

1.10 Objectives of the Study:

1. To examine the significance of demographics on perception of consumers.
2. To analyze the role of Perceived Trust, Risk, Value and Packaging on the Purchase Intention of Eco-friendly Products.
3. To examine the factors that resist consumers to buy eco-friendly products.

1.11 Research Hypothesis

1. **Null Hypothesis 1:** There is no significant difference between male and female with respect to factors of perception of consumers towards eco-friendly products.
2. **Null Hypothesis 2:** There is no significant difference between Married and Unmarried with respect to factors of perception of consumers towards eco-friendly products.
3. **Null Hypothesis 3:** There is no significant difference among age group with respect to perception of consumers towards eco-friendly products.
4. **Null Hypothesis 4:** There is no significant difference among Educational Qualification with respect to factors of perception of consumers towards eco-friendly products
5. **Null Hypothesis 5:** There is no significant difference among occupation of consumers with respect to perception of consumers towards eco-friendly products
6. **Null Hypothesis 6:** There is no significant difference among mean ranks towards factors that resist the consumers to purchase eco-friendly products

RESEARCH METHODOLOGY

2.1 Data Collection:

Both primary and secondary data has been collected; Structured Questionnaire was constructed and survey was conducted to study the perception of consumers towards environment and its impact on the purchase and consumption of eco-friendly products.

(i) Primary Data: Structured Questionnaire was prepared and validated through Reliability Analysis. The Cronbach's Alpha Value is .9629.

(ii) Secondary Data: Environmental, Green Marketing, Sustainable Consumption Books, Journals, magazines, articles, Newsletters etc. **Sample Size: 115**

2.2 Research Methodology:

Collected data were analysed with the help of Statistical tools like descriptive analysis, Reliability analysis, t test, ANOVA, Chi-square, Pearson Correlation Coefficient and Friendman Test were used to analyse the data.

2.3 Reliability Analysis:

The aim of the reliability as quality criteria is to minimize errors and give stable results of the data collection. Reliability was calculated by using the statistical methods such as the Cronbach's alpha as multiple item measures were used. In order to find out the soundness of the scale the reliability was computed and it was found that the scale is reliable as the Cronbach's Alpha of the scale is **0.9040**.

2.4 Literature Review:

Muhammad Rizwan (2014) in his study on "An Empirical study about Green Purchase Intentions" aimed to find if marketing and branding methods can help set up green brands and initiate green intention of utilisations into modern lifestyles where eco-friendly products are more and more available. His study focused on to analyse the impact of Green Perceived risk, Green perceived risk, Green perceived trust, vakue, brand image, green advertisement and awareness on green purchase intention of consumers. Results of the study indicated that there is an overall positive correlation between effective green marketing strategies and consumers' purchasing patterns for green products.

Mohammad Azam (2014) in his study on Green Marketing: "Eco-Friendly Approach". In this article he discusses the some of the key issue of green marketing and challenges for going green and the steps taken by the organization. He finds that now the corporate people as well as consumers have become more concern with the issue of green marketing at various levels. The corporate has accepted the green production as they have seen the interest of customer was positive with these green products.

Shwu-Ing Wu & Yen-Jou Chen (2014) in his study "The Impact of Green Marketing and Perceived Innovation on Purchase Intention for Green Products" aimed to explore the correlations between consumers' awareness on green marketing, perceived innovation, perceived quality, perceived price, perceived risk, perceived value and purchase intention. Through SEM analysis the study establishes paths and a valid relationship model using these variables.

Siti Nurafifah Jaafar et al (2013) in his study on "Consumers' Perceptions, Attitudes and Purchase Intention towards Private Label Food Products in Malaysia", aims to determine factors perceived to be important in the purchase of private label food products and also to determine factors those predict purchase intention of private label food products. the study also made a comparison between perception of extrinsic factors, intrinsic factors and consumers' attitudes among consumers who have and do not have past purchasing experience with the private label food products. This study adds new knowledge regarding public purchasing behaviour towards private label product. Retailers are anticipated to better understand the factors influencing the purchase and re-purchase intention of private label food products which could better improve the standard of private label food products in the local market

ANALYSIS & INTERPRETATION**Table 1:** *Demographic Profile of the Consumers*

Characteristics	Categories	Frequency	Percentage
Gender	Male	30	26.1
	Female	85	73.9
Marital Status	Married	82	71.3
	Unmarried	33	28.7
Nature of Family	Joint	37	32.2
	Nuclear	78	67.8
Age Group in Years	Upto 30	35	30.4
	31-40	38	33.0
	41-50	23	20.0
	Above 50	19	16.5
Educational Qualification	Upto HSC	22	19.1
	UG	23	20.0
	PG	43	37.4
	Professional	27	23.5
Occupation	Business	28	24.3
	Employed	59	51.3
	Professional	28	24.3
Monthly Income	Below 20000	21	18.3
	20000-30000	37	32.2
	30000-40000	35	30.4
	Above 40000	22	19.1
Total		115	100.0

Profile of the Consumers: Table 1 shows the demographic profile of the consumers involved in this study. As per the Table 1, out of 115 customers, 26.1% were male and 73.9% were female. 71.3% of consumers were married and 28.7% were single. With reference to nature of family 32.2% belonged to joint family and 67.8% belonged to nuclear family. With reference to age, 30.4% of respondents were up to the age of 30, 33% were between the age group of 31-40, and 20% of respondents were between the age group of 41-50, and 16.5% above the age of 50. With regard to the level of education, 19.1% of customers had completed high school qualification, 20% of them were graduates, 37.4% of customers were post graduates and 23.5% of customers were Professionals. With reference to the Occupation, 24.3% belonged to business community, 51.3% were employed, 24.3% of customers were practicing profession. With reference to monthly income of the customers, 18.3% of the customers' monthly income was below 20,000, 32.2% of respondents income were in the range of 20,000 to 30,000 and 19.1% of respondents monthly income was above 40,000.

3.1 Inferential Analysis

Objective I: *To examine the significance of demographics on Perception of Consumers*

The difference among the different groups of respondents based on their demographic profile with respect to the “Perception on Consumers towards Eco-friendly Products” has been analyzed using t-test and ANOVA. To find and validate the significance the following hypotheses are framed and the results of which are depicted in the table below.

3.1.1 Hypothesis 1

Null Hypothesis: *There is no significant difference between male and female with respect to factors of perception of consumers towards eco-friendly products.*

Table 2: *t-Test for Significant Difference between Male and Female with respect to Perception of Eco-Friendly Products*

Perception of Consumers towards Eco-friendly Products	Gender				t value	P value
	Male		Female			
	Mean	SD	Mean	SD		
Perceived Packaging	24.27	4.14	22.68	3.68	1.962	0.050*
Perceived Trust	20.93	2.92	19.25	3.29	2.481	0.015*
Perceived Risk	23.53	4.88	20.98	3.97	2.852	0.005**
Perceived Value	20.80	3.40	18.74	2.88	3.209	0.002**
Overall Perception on Eco Friendly Product	89.53	12.66	81.65	9.82	3.496	<0.001**

Note: 1. ** denotes significant at 1% level

2. * denotes significant at 5% level.

Since P value is less than 0.01, null hypothesis is rejected at 1% level with regard to factors of perception on perceived risk and perceived value and overall perception of eco-friendly products. Hence there is significant difference between male and female with respect to the perceived risk and perceived value and overall perception of eco-friendly products. Based on mean score, the male has better perception on eco-friendly products than female in overall perception because males have better knowledge and information on eco-friendly products.

Since P value is less than 0.05, null hypothesis is rejected at 5% level with regard to factors of perception on perceived trust and perceived packaging. Hence there is significant difference between male and female with respect to the perceived trust and perceived packaging. Based on mean score, the male has better perception on eco-friendly products than female in perception on green packaging and green trust because males have better knowledge and information on eco-friendly products.

3.1.2 Hypothesis 2

Null Hypothesis: *There is no significant difference between Married and Unmarried with respect to factors of perception of consumers towards eco-friendly products.*

Table 3: *t*-Test for Significant Difference between Married and Single with respect to Perception of Eco-friendly Products

Perception of Consumers towards Eco-friendly Products	Marital Status				t value	P value
	Married		Unmarried			
	Mean	SD	Mean	SD		
Perceived Packaging	22.68	3.68	24.12	4.13	1.831	0.070
Perceived Trust	19.23	3.29	20.82	2.98	2.400	0.018*
Perceived Risk	20.96	4.26	23.33	4.16	2.715	0.008*
Perceived Value	18.54	2.89	21.12	3.03	4.284	<0.001**
Overall Perception on Eco Friendly Product	81.41	10.58	89.39	10.55	3.661	<0.001**

Note: 1. ** denotes significant at 1% level

2. * denotes significant at 5% level.

Since P value is less than 0.01, null hypothesis is rejected at 1% level with regard to factors of perception on perceived value and overall perception of eco-friendly products. Hence there is significant difference between married and unmarried with respect to the perceived Value and overall perception of eco-friendly products. Based on mean score, the unmarried have better perception on eco-friendly products than married in overall perception.

Since P value is less than 0.05, null hypothesis is rejected at 5% level with regard to factors of perception on perceived trust and perceived risk. Hence there is significant difference between married and unmarried with respect to the perceived risk and perceived trust. Based on mean score, the unmarried have better perception on eco-friendly products than married in perception on green trust and green risk.

There is no significant difference between married and unmarried with respect to the perceived packaging since P value is more than 0.01. Hence null hypothesis is accepted at 5% level with regard to factors of perception on green packaging. Perception on eco-friendly products' packaging is similar between married and unmarried.

3.1.3 Hypothesis 3

Null Hypothesis: *There is no significant difference among age group with respect to perception of consumers towards eco-friendly products*

Table 4: ANOVA for Significant difference among Age Group with respect to Perception of Consumers towards Eco-friendly Products

Perception of Consumers towards Eco-friendly Products	Age Group in years				F value	P value
	Up to 30	31-40	41-50	Above 50		
Perceived Packaging	23.49 ^{bc} (3.96)	24.42 ^c (3.41)	21.17 ^a (3.76)	22.05 ^{ab} (3.63)	4.347	0.006**

Perceived Trust	20.37 ^b (3.14)	20.50 ^b (3.21)	18.17 ^a (2.82)	18.63 ^a (3.45)	3.860	0.011*
Perceived Risk	23.23 ^b (4.59)	22.50 ^b (3.71)	19.61 ^a (3.88)	19.47 ^a (4.09)	5.984	0.001**
Perceived Value	20.57 ^c (3.16)	19.66 ^{bc} (3.00)	17.70 ^a (2.75)	18.05 ^{ab} (2.74)	5.699	0.001**
Overall Perception on Eco Friendly Product	87.66^b (11.82)	87.08^b (8.91)	76.65^a (9.38)	78.21^a (10.03)	8.726	<0.001**

Note: 1. ** denotes significant at 1% level

2. * denotes significant at 5% level.

3. The value within bracket refers to SD

4. Different alphabet among Age group denotes significant at 5% level using Duncan Multiple Range Test (DMRT)

Since P value is less than 0.01, null hypothesis is rejected at 1% level with regard to the factors of perception, perceived packaging, perceived risk, perceived value and overall perception on eco-friendly products. Hence there is significance difference between age group of consumers with regard to factors of perception, perceived packaging, perceived risk, perceived value and overall perception on eco-friendly products. Based on Duncan Multiple Range Test (DMRT), the age group between 41-50 and Above 50 significantly differ with 31-40 and Up to 30 at 5% level, but there is no significant difference between 41-50 and Above 50 and also between 31-40 and Up to 30 in Overall Perception on eco-friendly products and Perceived Risk. Age group between 41-50 significantly differ with Up to 30 and 31-40 and also Above 50 is significantly differ with Up to 30 at 5% level, but there is no significant difference between 41-50 and Above 50, 31-40 and Above 50 and also Up to 30 and 31-40 in Overall Perception of eco-friendly products and perceived Value. Age group between 41-50 and Above 50 significantly differ with age group between 31-40 and Up to 30 in perception of eco-friendly product packaging.

There is significant difference among age group of consumers with regard to Perception on perceived Trust since P value is less than 0.05. Hence the null hypothesis rejected at 5% level with regard to Perception on Green Trust and Green Packaging. Based on Duncan Multiple Range Test (DMRT), 41-50 and Above 50 significantly differ with 31-40 and Up to 30 at 5% level, but there is no significant difference between 41-50 and Above 50 and also between 31-40 and Up to 30 in Perceived Trust.

3.1.4 Hypothesis 4

Null Hypothesis: *There is no significant difference among Educational Qualification with respect to factors of perception of consumers towards eco-friendly products*

Table 5: ANOVA for Significant difference among Educational Qualification with respect to Perception of Consumers towards Eco-friendly Products

Factors of Perception of Consumers towards Eco-friendly Products	Educational Qualification				F value	P Value
	Up to HSC	UG	PG	Professional		
Perceived Packaging	21.41 ^a (3.97)	22.22 ^b (3.03)	23.63 ^{bc} (3.42)	24.37 ^c (4.51)	3.248	0.025*
Perceived Trust	17.55 ^a (3.23)	19.39 ^b (2.59)	20.19 ^b (3.28)	20.89 ^b (3.11)	5.287	0.002**
Perceived Risk	20.32 ^a (4.32)	21.17 ^a (3.23)	21.28 ^a (4.48)	23.70 ^b (4.50)	3.043	0.032*
Perceived Value	17.82 ^a (2.72)	19.35 ^{ab} (2.69)	19.02 ^a (3.04)	20.81 ^b (3.44)	4.154	0.008*
Overall Perception on Eco Friendly Product	77.09^a (10.68)	82.13^{ab} (7.78)	84.12^b (10.81)	89.78^c (11.55)	6.179	<0.001**

Note: 1. ** denotes significant at 1% level

2. * denotes significant at 5% level.

3. The value within bracket refers to SD

4. Different alphabet among Educational Qualification denotes significant at 5% level using Duncan Multiple Range Test (DMRT)

Since P value is less than 0.01, null hypothesis is rejected at 1% level with regard to Perceived Trust and overall Perception on Eco-friendly products. Hence there is significance difference between Educational Qualification of consumers with regard to Perceived Trust and overall Perception on Eco-friendly products. Based on Duncan Multiple Range Test (DMRT), Up to HSC significantly differ with UG, PG and Professionals at 5% level in Perceived Trust. Up to HSC and UG significantly differ with PG and Professionals at 5% level in overall Perception of eco-friendly products.

There is significant difference among educational qualification of consumers with regard to Perceived Value, Perceived Risk and perceived Packaging since P value is less than 0.05. Hence the null hypothesis rejected at 5% level with regard to Perceived Value, Perceived Risk and Perceived Packaging. Based on Duncan Multiple Range Test (DMRT), Professionals significantly differ with Up to HSC, UG and PG at 5% level in Perceived Risk and perceived Value and perceived packaging. This shows that perception of professional consumers' thoughts are different when compared to other educational qualification.

3.1.5 Hypothesis 5

Null Hypothesis: *There is no significant difference among occupation of consumers with respect to perception of consumers towards eco-friendly products*

Table 6: ANOVA for Significant difference among Occupation of Consumers with respect to Perception of Consumers towards Eco-friendly Products

Factors of Perception of Consumers towards Eco-friendly Products	Occupation			F value	P value
	Business	Employed	Professional		
Perceived Packaging	23.68 (3.94)	22.36 (3.92)	24.07 (3.39)	2.364	0.099
Perceived Trust	20.93 ^b (2.93)	19.03 ^a (3.50)	19.82 ^{ab} (2.78)	3.346	0.039*
Perceived Risk	22.14 (4.57)	21.36 (4.42)	21.75 (4.08)	0.318	0.728
Perceived Value	20.43 ^b (3.56)	18.53 ^a (2.91)	19.71 ^{ab} (2.83)	4.046	0.020*
Overall Perception on Eco Friendly Product	87.18^b (12.71)	81.27^a (10.58)	85.36^{ab} (9.66)	3.199	0.045*

Note: 1. ** denotes significant at 1% level

2. * denotes significant at 5% level.

3. The value within bracket refers to SD

4. Different alphabet among Educational Qualification denotes significant at 5% level using Duncan Multiple Range Test (DMRT)

There is significant difference among occupation of consumers with regard to Perceived Trust, Perceived Value and overall perception on eco-friendly products since P value is less than 0.05. Hence the null hypothesis is rejected at 5% level with regard to Perceived Trust, Perceived Value and overall perception on eco-friendly products. Based on Duncan Multiple Range Test (DMRT), employed and professionals significantly differ with Business at 5% level, but there is no significant difference between employed and professionals, and also between professional and business in Perceived Trust, Perceived Value and overall perception on eco-friendly products.

Since P value is greater than 0.05, the null hypothesis is accepted at 5% level with regard to Perceived Packaging and Perceived Packaging. Hence there is no significant difference among occupation of consumers with regard to Perception on Perceived Packaging and Perceived Packaging.

Objective II: To analyze the role of Perceived Trust, Risk, Value and Packaging on the Purchase Intention of Eco-friendly Products.

Pearson Correlation Coefficient test is done to analyze the role of Perceived Trust, Risk, Value and Packaging on the Purchase Intention of Eco-friendly Products. Correlation analysis is used to examine the relationship between each independent variable with dependent variables are correlated with one another viz., Perception and eco-friendly product Purchase Intention.

Table 8: *Pearson Correlation Coefficient between factors of Perception and Eco-friendly Product Purchase Intention*

Factors of Perception	Purchase Intention
Perceived Packaging	0.318(**)
Perceived Trust	0.479(**)
Perceived Risk	-0.247
Perceived Value	0.362(**)
Overall Perception	0.450(**)

Note: ** Correlation is significant at the 0.01 level (2-tailed)

The above table represents the Correlation Coefficient between factors of perception and eco-friendly product Purchase Intention. The Correlation Coefficient between Perceived Trust and eco-friendly product Purchase Intention is 0.479 which indicates 47.9% positive relationship between Perceived Trust and Eco-friendly Product Purchase Intention and is significant at 1% level. The Correlation Coefficient between overall perception and eco-friendly product Purchase Intention is 0.450 which indicates 45% positive relationship between overall perception and Eco-friendly Product Purchase Intention and is significant at 1% level. The Correlation Coefficient between Perceived Trust and eco-friendly product Purchase Intention is which indicates 47.9% positive relationship between Perceived Trust and Eco-friendly Product Purchase Intention and is significant at 1% level. The Correlation Coefficient between Perceived Risk and eco-friendly product Purchase Intention is – 0.247 which indicates negative relationship between Perceived Risk and Eco-friendly Product Purchase Intention. This shows that perceived trust is an important factor indicating that when consumers trust eco-friendly products their eco-friendly product purchase intention is positive.

Objective 3: *To examine the factors that resist consumers to buy eco-friendly products.*

Chi-Square test is applied to examine the factors that resist consumers to buy eco-friendly products. Friedman Test was applied to rank among the factors and identify the most important factors that resist consumers to purchase eco-friendly products.

3.1.6 Hypothesis 7:

Null Hypothesis: *There is no significant difference among mean ranks towards factors that resist the consumers to purchase eco-friendly products*

Table 7: *Friedman Test for Significant difference among Mean Ranks towards Factors that Resist the Consumers to Purchase Eco-friendly Products*

Factors Resisting Consumers to Purchase Eco-friendly Products	Mean Rank	Chi-Square value	P value
Higher Prices of eco-friendly Products	5.53	137.983	
Non availability of eco-friendly Products	3.20		
Limited Range	3.13		

Accessibility	3.59		<0.001**
Benefits derived in long run	4.45		
Green Claims are not trustworthy	4.88		
Not Trendy	3.22		

Since P value is less than 0.01, the null hypothesis is rejected at 1% level of significance. Hence concluded that there is significant difference among mean ranks towards factors resisting consumers to purchase eco-friendly Products. Based on mean rank Higher Price of eco-friendly products (5.53) is the most important barrier towards purchase of eco-friendly products, followed by 'Green claims are not trust worthy' (4.88), Benefits derived in long run (4.45) and Accessibility (3.59). Most of the consumers feel that the prices of the eco-friendly products are very high and also eco-friendly products are not readily available in all shops and malls charge heavily on such products.

DISCUSSION AND CONCLUSION

The main objective of the study was to explore the perception of consumers towards eco-friendly products and also to explore the reasons for the consumers' reluctance towards purchase of eco-friendly products. The results of the study indicate that satisfaction, perceived value, perceived trust, quality, brand image are the positive significant variable related to the eco-friendly product purchase intention. Whereas perceived risk, Price, Non-availability, limited range, green washing (False claims) were the reasons for consumers' reluctance towards eco-friendly products purchase intention. However due to lack of advertisements people are not familiar with most of the eco-friendly products. Marketers should increase their promotional strategies to tap large number of consumers. In fact, viewing this an opportunity strengthen their range and variety which will help consumers to make a choice within eco-friendly products. A majority of respondents believed that environmental advertisement would enhance their knowledge on eco-friendly products and they also consider that these advertisements will guide them to make an informed purchase decision. Marketers should gain trust and build eco-friendly brand image to have a positive effect on consumers purchase intention. They should also focus on conveying the consumers, the long term benefits of using eco-friendly products to both the mankind and environment.

Consumers should be segmented based upon their perception and preferences and these segments should be analysed by firms in order to assess their attractiveness, adopt a correct positioning towards them and define suitable marketing programmes. It is therefore to be concluded that those firms that do not respond to the 'green challenge' with products that are safer for the environment will risk losing some credibility in the eyes of those consumers who are more concerned with environmental issues. In turn, those firms that use green marketing strategies will be able to take advantage of the countless opportunities presented by environmental consumerism. Therefore, there is a strong urge for companies to promote green marketing strategies and Marketing management team should arrange workshops and seminars to educate the consumers on environmental protection and and eco-friendly products which ultimately would motivate consumers to change their consumption pattern to eco-friendly products.

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